

Message Text

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PAGE 01 DHAHRA 01489 051332Z

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ACTION NEA-10

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R 051135Z DEC 76

FM AMCONSUL DHAHRAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 5117

AMEMBASSY ABU DHABI

AMEMBASSY ATHENS

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY TEHRAN

UNCLAS DHAHRAN 1489

TEHRAN FOR TRADE CENTER

E.O. 11652: N/A

TA& : BEXP, SA

SUBJECT: USE OF BUILDING ON CONGEN COMPOUND FOR TRADE PROMOTION
EVENTS

REF: USDOC 20597 (NOTAL)

1. APPRECIATE CONTENTS OF REFTEL. RE PARA 3, POST NEVER
CONSIDERED IT FEASIBLE TO PROGRAM MAJOR TRADE PROMOTION EVENT IN
DHAHRAN DURING CURRENT FY AND REGRETS, THEREFORE, CONFUSION ON
THAT POINT.

2. POST HOPES TO SCHEDULE INSTITUTIONAL/CONTRACHIFURNITURE
EXHIBITION ON COMPGUND SPRING OF 1977 (SEE STATE 263366) BUT IS
HAVING DIFFICULTY IN CHOOSING TIME FOR EVENT THAT IS APPROPRIATE
FOR MARKET AND EXHIBITORS AND TIME THAT SITE CAN BE MADE ABAILABLE
FOR EXHIBITION. IF SUITABLE DATE CAN BE SELECTED, BELIEVE FURNITURE
SHOW OFFERS POST GOOD OPPORTUNITY TO EXPERIENCE SHOW BIZ BAPTISM OF
FIRE BEFORE GOING FOR LARGER TRADE PROMOTION EVENTS.

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PAGE 02 DHAHRA 01489 051332Z

3. WISH DEPARTMENT TO PROBE FURTHER INTO IDEA OF BUILDING AND
CONSTRUCTION TECHNICAL SALES SEMINAR. AT MOMENT, RECOGNIZING THAT

DESERT IS FULL OF FOREIGN CONSTRUCTION EQUIPMENT SALESMEN WHO ARE PUSHING THEIR PRODUCT. WE ARE UNCERTAIN SEMINAR WOULD BE VERY SUCCESSFUL WITHOUT "DEMONSTRATION AND TOUCH" ASPECT OF SEMINAR WHICH DEPT HAS SUGGESTED IN REFTEL'S CONCLUDING SENTENCE OF PARA 2. RECENT PORT DEVELOPMENT SEMINAR HAD EXTREME DIFFICULTY IN DRAWING PARTICIPANTS INTO DISCUSSION AFTER EACH PAPER WAS READ. DEMONSTRATION OR DISCUSSION AROUND ACTUAL PIECE OF EQUIPMENT UNDER DISCUSSION, WE BELIEVE, WOULD BE REAL DRAWING CARD PROVIDED PIECE OF EQUIPMENT OFFERED NEW CONCEPT OR IS EQUIPPED WITH MANY UNIQUE NEW FEATURES NEVER SEEN IN THIS MARKET. IN OTHER WORDS, IF SEMINAR FEATURES EQUIPMENT LIKE FORKLIFTS OR STANDARD ROAD GRADERS, IT WILL NOT BE WORTH BRINGING TO DHAHRAN MJUF, FOR EXAMPLE, EQUIPMENT CAN DEMONSTRATE WAYS OF INCREASING LABOR PRODUCTIVITY OR REDUCING LABOR COSTS, LOCAL INTEREST WILL BE, WE PREDICT, CONSIDERABLE.

4. RE SUBJECT TITLE OF REFTEL, DEPT SHOULD NOTE BUILDING POST PROPOSING FOR USE IN STAGING TRADE PROMOTION EVENTS IS OWNED BY SCHOOL, WHICH IS LOCATED ON COMPOUND OF CONGEN. CONSEQUENTLY, THERE ARE TIMES, WHEN SCHOOL IS IN SESSION, THAT BUILDING CANNOT BE PLACED AT DISPOSAL OF 0975 FOR TRADE PROMOTION PURPOSES.
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